

AI  
amended.

having a receiver for receiving program guide information for the interactive television program guide, a user input receiver for receiving user input from user interface, a microprocessor which utilizes the user input received to determine user values for demographic categories, and memory for storing the user values determines. In one illustrative use of the system for targeting advertisements, the receiver also receives advertisements, where the advertisements have preselected values for specified demographic categories. The user television equipment, preferably using a microprocessor, compares the preselected values for the specified demographic categories associated with the advertisements with values of corresponding demographic categories stored in the memory to determine which advertisements should be displayed.

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In The Specification

Please replace the paragraph starting on page 10, line 28 with the one below:

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FIG. 2 is a sample list of the demographic categories and the values of the demographic categories for the user stored in memory 64. FIG. 2 also shows the preselected values for two advertisements received by the set-top box 48. Under the demographic categories heading, there are shown ten exemplary predefined demographic categories. These categories are: (1) sports fan, (2)